

CATALYTIC PROJECTS



WEST AND EAST WISCONSIN AVENUE REVITALIZATION

The revitalization of Wisconsin Avenue is of strategic importance to the Downtown Renaissance. The corridor from the Library to O'Donnell Park is both the gateway and Main Street of Downtown. The street has two personalities. On the east side of the River are Milwaukee's premier office addresses. The West side is the retail equivalent. The Plan proposes improvements to the streetscape that include sidewalk and crosswalk enhancements; street trees, pedestrian lighting, and street furniture; the revitalization of the Grand Avenue and façade improvements; and a trolley connector.



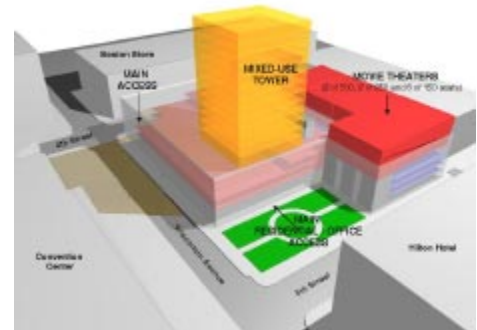
Recommended Wisconsin Avenue Streetscape



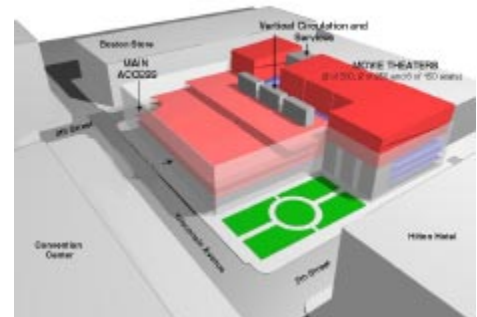
Potential Development at 4th and Wisconsin



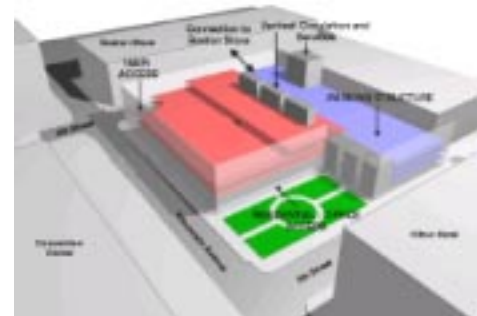
POTENTIAL DEVELOPMENT AT 4TH AND WISCONSIN



Tower Level



Movie Theater Level



Parking Deck Level



THIRD WARD PUBLIC MARKET DISTRICT

The Third Ward, with the Commission Row Buildings, is the historic center of downtown market activity. The Plan proposes a new district, focusing on a public market, that revitalizes this tradition. Downtown is under-served by grocery stores. The much needed public market will feature local farmers in indoor and outdoor stalls. These offerings will be enhanced with specialty food and craft items in stores and restaurants on the blocks within a five-minute walk of the public market.



Existing condition of proposed Third Ward Public Market Area



Concept Illustration of Third Ward Public Market



PARK EAST DEVELOPMENT

Replacement of the elevated section of the Park East Freeway from 4th to Jefferson Streets with an improved street system will reclaim approximately 11 developable blocks. The development within this area will augment the successful Water Street entertainment district. The proposed infill could include mixed-use residential buildings, an entertainment complex, a new square, a hotel, a parking structure and transit transfer building, and streetscape enhancements. Mixed-use river front buildings will center on a plaza that frames river views; ground level outdoor cafes will provide the choicest seats for viewing river activity or park activity.



THE TRANSIT CONNECTOR

Many recent actions and projects are enhancing the success of Downtown Milwaukee. One of the most pressing challenges to Downtown is the need to provide better connections between primary Downtown attractions and meeting places.

The phasing of the County's long range multi-modal transit plan begins with several rubber tire trolley lines. These will connect the primary activity generators in downtown to each other and to the surrounding neighborhoods.



Streetcar Plan Map



Trolley Map



Buses Plan Map



Transit Plan



Bike Routes Plan Map



PARK ONCE

Through a managed system of street signage, parking deck signage and the transit system, the Park Once concept will allow visitors, residents and employees in downtown to park and not use their car again to move within downtown. This program begins with informational street signs directing motorists to vacant parking spaces. Decks are adjacent to transit stops. Street signs inform visitors of the distances to all activity generators.



RIVERWALK COMPLETION

The initial phases of the Downtown RiverWalk have been an extraordinary success. Several more sections are either currently under construction or about to begin soon. The Plan proposes continuing this success. The RiverWalk should be extended in front of the Union Station redevelopment project, if the Post Office site becomes available. The Plan also recommends that the walk be continued along Walkers Point, to complement the Third Ward walk. Finally, the Plan recommends that the Third Ward segment link to the Lake Walk to enhance pedestrian access to the lake.



LAKEFRONT CONNECTIONS

The Lake is Downtown's most dramatic physical feature. It provides extensive recreational opportunities. The plan recommends that pedestrian connections to the Lake be enhanced to more fully utilize this asset. At the northern end, the bluff precludes numerous access points. However, projects like Lake Bluff have provided an important civic contribution through the installation of a path down the bluff. Other opportunities must be sought. In the Third Ward there are more possibilities because of the flat terrain. The grid must be reconnected to ease pedestrian travel.



TWO WAY STREETS

Two-way streets are easily understood by visitors. Two-way streets are more conducive to pedestrian activity and can result in higher traffic capacity. Consequently, the Plan recommends that as many streets as possible be converted to two way. This will be phased over time to accommodate a well-functioning system.



WEST KILBOURN AVENUE STREETScape IMPROVEMENTS

Kilbourn Avenue performs an important civic function linking City Hall to the County Court House complex. The elevated County Court House creates a dramatic visual termination for Kilbourn Avenue. Significant streetscape enhancements are recommended to transform Kilbourn into a well defined civic street.



CITY HALL SQUARE INTERSECTION

The City Hall is the most imageable building in downtown. Improvements to the intersection at Wells and Water Streets are recommended including intersection paving and landscaping to better define and enhance this important space.



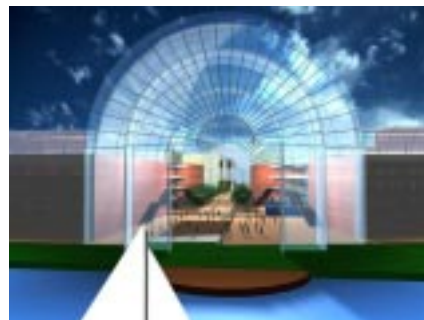
THE PABST BREWERY ADAPTIVE REUSE COMPLEX

The Plan recommends that this recently vacated industrial complex be rehabilitated and reused. A possible range of uses includes light industrial, residential, live work and offices.



TRAIN STATION / POST OFFICE MIXED USE PROJECT

This Riverside project includes redevelopment of the post office and the train station into a mixed use complex which includes a new train station, offices, retail, parking, multi-modal transfer station, regional bus depot and possibly housing. It could reconnect the downtown grid to the river in a series of dramatic streets/passageways.



MACARTHUR SQUARE

This important civic space is underutilized. The plan recommends that the street structure be redesigned to allow vehicular access from 9th Street and short term parking around the re-landscaped square. A new building is recommended along with the design of a new grand stairway starting on 6th Street.

